MILITARY
INVENTORY MAINTENANCE PROGRAM

Outline Summary:

- Week of 11/23 - Announce to Military Accounts

- During the period 12/7-30/87 -

  Buy 300% of an average week's shipments then get up to an additional 300% of an average week's shipment with .60/M (12 cents per carton) and 14 days' extra dating.

- Est. Unit Impact -

3 average weeks	=	270	-25 to 30%
3 add'l weeks	=	270	
Total Unit Offer	=	540	million units

- Est. Financial Exposure to PM

  270 million units @ .60/M = $165,000

They also have a December coupon program to support it.

R: Fan/Bob

- Please review so that we can discuss.

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Source: https://www.industrydocuments.ucsf.edu/docs/hjwj0004